

Between the Lines

JANUARY / FEBRUARY 2006



A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

Your Party Invitation

By Deborah Barrow

Director of Libraries

What: Silicon Valley Reads

Where: Sunnyvale Public Library

When: February 2006 (all month!)

Who: You!

**Come one, come all!
No RSVP required!**

In celebration of *Silicon Valley Reads*, the Sunnyvale Public Library would like to invite you to read with us. Two books will be read and discussed this year during the month of February:

When the Emperor Was Divine by Julie Otsuka, and **The Souvenir** by Louise Steinman. We have the books, the staff, the program dates, one of the authors scheduled for appearance, and now all we need is you!



This is the fourth annual month-long celebration of reading presented by *Silicon Valley Reads* to encourage all community members throughout Silicon Valley to read the same book, and to facilitate discussions among community members. *Silicon Valley Reads* coordinates with local libraries, schools, bookstores, newspapers and various other interested parties to schedule author appearances, book discussions and other associated activities. For more information on *Silicon Valley Reads*, visit www.siliconvalleyreads.org.

Sunnyvale Public Library wants to celebrate *Silicon Valley Reads* in a big way, starting with an appearance here by author Julie Otsuka on Friday, February 3 at 2 p.m. to discuss her book, **When the Emperor Was Divine**. We also hope you will come to share your thoughts on **The Souvenir** with me and Administrative Librarian Susan Denniston as we hold an informal book discussion around the fireplace at the Library on Thursday, February 9 from 7 to 8 p.m. Also,

the Library's regular Monthly Book Discussion Group will talk about **When the Emperor Was Divine** on Thursday, February 16 at 7 p.m.

With two different books and a variety of times and dates, we really hope you will be reading with us this year. Thanks to funding provided by the Friends of the Sunnyvale Library, we have many copies available of each of the books so you can read both. Reading is a great way to start out the New Year; please read the books and join us at one of our events. As I said above, now all we need is you!

Between the Lines Wins Publicity Award, High Marks on Survey

By Steve Sloan

For the second consecutive year, the California Library Association awarded the Sunnyvale Public Library with its PR Excellence Award in the category of News/Information. This year, the award was for the *Between the Lines* library newsletter. The newsletter is published bimonthly and strives to keep Sunnyvale Library users informed of the latest news and event information from the library. A team of library staff members provides the content for the newsletter. Beginning with the July/August 2005 issue, graphic designer John Verducci of Studio EM in Los Altos completely revamped the layout and style. The July/August issue was reviewed by judges Dr. Christine Koontz, a faculty member at San Jose State University and Kristin Marley, at the California Center for the Book, compared with submissions sent in from libraries across California, and awarded the top prize for PR Excellence. The main criteria for judging were attractiveness of display, functionality, innovation and creativity.

The *Between the Lines* newsletter is available in print at the Library and limited quantities are distributed to the Senior Center, Community Center, City Hall, Columbia Neighborhood Center, Sunnyvale

By Betsy Wachter

Most parents share a strong commitment to giving their children the tools and experiences they will need to make them happy and healthy adults and contributing members of society. However, parents today are facing many more choices in selecting the best tools and experiences for their children. Talking Elmo, "computers" for infants, and Baby Einstein videos are examples of products that hint at intellectual and physical benefits for young children.

The reality is that there is no research to show that infant brain development can be improved by any product, show or toy. (www.zerotothree.org/tips/electronicmedia.html)

The American Academy of Pediatrics recommends that children under the age of 2 should not be exposed to ANY screen media, including television, videos, and computers. Children over age 2 should be limited to 1-2 hours per day of educational screen media. (www.aap.org/healthtopics/mediause.cfm) At the Children's Information Desk, parents can pick up an information sheet with suggested resources for learning more about this important issue.



Research does indicate that brain development is very rapid in the early years of life, especially in the acquisition of language and literacy skills. These skills are acquired through positive interactions with parents and care-givers. To help parents, preschool teachers and daycare providers learn techniques to build these skills in their children, Children's Services librarians are repeating a series of successful workshops which were first offered last winter.

Early Literacy for Birth to Two-Year-Olds

Tuesday, February 14, 7 p.m.

Early Literacy for Two- and Three-Year-Olds

Tuesday, February 28, 7 p.m.

Early Literacy for Four- and Five-Year-Olds

Tuesday, March 14, 7 p.m.

Workshops are free and held in the Sunnyvale Library Program Room. For more information, call (408) 730-7292.

Chamber of Commerce, and Fremont High School teachers. The newsletter is also available online from the Library's Web page at www.sunnyvalelibrary.org. To request delivery of multiple copies of the printed newsletter or e-mail notification of library news/events, please contact Steve Sloan at (408) 730-2768 or ssloan@ci.sunnyvale.ca.us.

In the Library's ongoing effort to enhance its communication with you, a survey was conducted last month asking for your evaluation of *Between the Lines*. Here are a few of the results:

- 90.8% indicated satisfaction with the newsletter
- 93.9% indicated the newsletter achieves its goal of keeping library users informed of the latest news and events from the library
- 97% indicated that the events calendar was easy to use to find out about programs of interest

Library staff takes pride in providing you with the best possible service. Thanks to all of the survey participants for taking the time to provide us with valuable feedback. Look for many of the suggestions for improving the newsletter to be implemented in the months ahead.



For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

www.sunnyvalelibrary.org

What Are We Reading?

Helen Kelly
Circulation Services



What are you reading?

“Right now I’m between books, but I’m just about to start reading **Predator** by Patricia Cornwell. I am a big fan of Patricia Cornwell, who writes about Kay Scarpetta, a forensic scientist, and have read all of her previous books so I can’t wait to see what this one is like. Since I work at the library I also check out a lot of

children’s books because I take care of my granddaughter every afternoon.”

How do you decide what to read?

“I like mysteries and have several favorite authors. Besides Patricia Cornwell, I like Lillian Braun, who writes the “cat” books and Sue Grafton, who is known for her “alphabet” mysteries. I also enjoy the mysteries by Alexander McCall Smith and the Inspector Rebus stories by Ian Rankin, both of which are set in Scotland. Since all of these authors write series, I’m always looking forward to the newest one.”

What were your favorite books from last year?

“Last year I read a lot of travel books because I had many trips planned. I went to Hawaii for the first time and checked out a variety of travel books on Hawaii from the library.”

What do you plan to read next?

“I have another book waiting at home, **Friends, Lovers, Chocolate** by Alexander McCall Smith. This one takes place in Edinburgh, Scotland which makes it particularly interesting because I’m from Scotland. I’ve read all the other books by this author as well.”

A Guide to New Magazines

By Christine Doxtad

Did you know that you can suggest magazines for the library to purchase? We welcome suggestions from the community, which help us build a collection that reflects the diverse interests of our readers. If you would like to make a suggestion the librarians at the Information Desk can supply you with a magazine suggestion form.

Once a year, the librarians meet to review the customer suggestions and decide which titles will be added to the collection. Decisions are made according to whether the magazine will have broad appeal, whether it fills a gap in our collection, whether it is produced by a reputable publisher and of course, whether it fits into our budget.

The new magazine subscriptions usually start in January. Listed below are the new titles you can look forward to reading.

Antiques Roadshow Insider — If you’re a fan of the TV show, Antiques Roadshow, you won’t want to miss this. This newsletter will give you tips and tricks of the experts and how to spot “fakes”.

Bead and Button — Beading has become a very popular and lucrative hobby. Whether you’ve been beading for awhile or brand new at the hobby you will enjoy the many articles and ideas for beading projects.

Coastside (Chinese Language) — This magazine covers a variety of topics of interest to the Chinese community living in America.

Kiplinger’s Retirement Report — A topic of interest to many of us, Kiplinger’s provides reliable help to plan and enjoy a worry-free retirement.

Natural Home and Garden — For health and environmentally conscious home-owners, this magazine presents the best in home design, earth-friendly décor and more.

La Oferta Review (Spanish language newspaper) — A locally published newspaper highly regarded in the Spanish speaking community.

Outside — A guide to the great outdoors, including stories about adventures, tips on the latest gear, where and when to go for active recreationists and articles on health and fitness.

People en Español (Spanish language) — The popular People magazine is now available at the Library in Spanish.

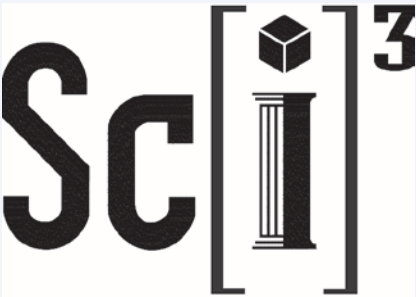
Scientific American Mind — From the editors of Scientific American, this magazine takes you inside exciting breakthroughs in psychology, neuroscience and other related fields.

Cycling along the Information Highway

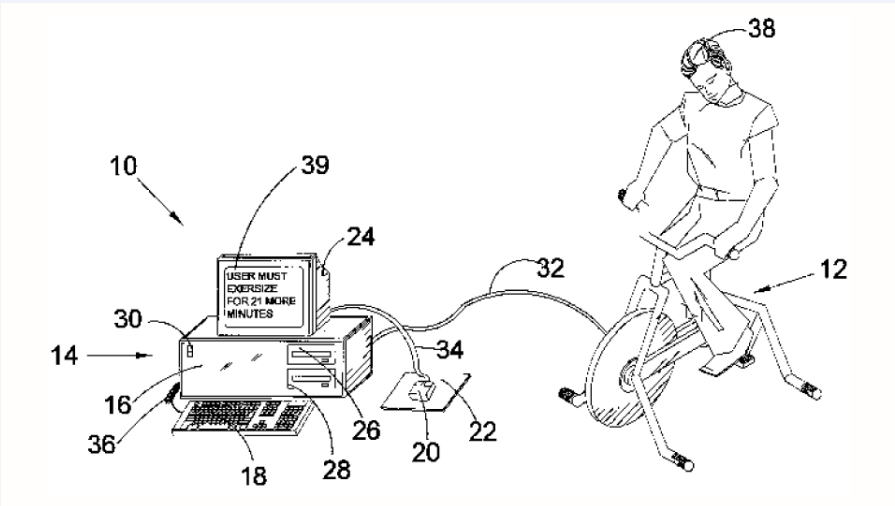
By Janet Berkeley

The holidays are over. You are regretting having had the extra glasses of eggnog, pounds of chocolate, plates of turkey, and the list goes on. It’s time to get in shape. It’s too cold to exercise today so why not just go on the Internet and get the recipe for celery and lettuce delight or e-mail your friend in Phoenix or your cousin in Cozumel.

Not so fast...no excuses thanks to U.S. patent #6,475,115, a “Computer Exercise System” which requires the user to exercise for a pre-determined amount of time prior to being granted access to use a computer. Bill Gates meets Lance Armstrong.



If you have a great idea, put on your yellow jersey and upload yourself onto your bike (spare tire or not) and take a Tour de Sc[i]³ where expert librarians can help with your patent and trademark questions. Sc[i]³ has computers that do not require exercise beforehand! For more information about Sc[i]³ services, visit our Web site at www.sci3.com.



The Future of Intellectual Property Services to be Decided Soon

By Steve Sloan

As a reader of the Library’s *Between the Lines* newsletter, you may have noticed something unique about the Calendar of Events contained within. The calendar displays program information for adults, teens, children, and...Sc[i]³. What is Sc[i]³?

Since 1963, the City of Sunnyvale has cooperated with the United States Patent and Trademark Office (USPTO) to provide a patents and trademarks collection within the Sunnyvale Library. In 1994, in an effort to achieve fiscal self-sufficiency, this relationship was enhanced through the development of a partnership program called Sc[i]³, the Sunnyvale Center for Innovation, Invention, and Ideas. Sc[i]³ offers patent and trademark seminars, searching, USPTO document delivery, videoconferencing, and access to the same databases used by patent examiners at the main USPTO office in Alexandria, Virginia. Customers are primarily Intellectual Property attorneys, paralegals, and independent inventors.

The goal of providing services which pay for themselves was never successfully achieved in the last 11 years despite great effort to do so. The City of Sunnyvale has paid more than \$1.5 million during the 11 year period to subsidize the program. Due to the ongoing financial risk, staff recommended elimination of the program. The Council voted 4-2 on October 19, 2004 to eliminate

the program, but reconsidered the question and at that time voted 4-2 to allow the Sc[i]³ Foundation time to conduct a fundraising campaign to cover the difference between what revenue Sc[i]³ generates and the costs of offering the services.

To remove the financial risk to the City, the Sc[i]³ Foundation located an alternative site for Sc[i]³ at Cogswell College in Sunnyvale. The Sc[i]³ Foundation then began fundraising based on a transition plan to move operations to Cogswell College. On March 29, 2005, the Council decided to restructure Sc[i]³ services and allocate up to \$53,000 from the City’s Service Level Stabilization Reserve so that the operation would be subsidized until June 30, 2006. At the same time, the Council requested the Sc[i]³ Foundation work directly with the USPTO to develop a service plan for the Cogswell College location.

So what is the future for Sc[i]³? During the months of January and February, 2006, this question will be considered. There will be several opportunities for comments from the public. On Monday, January 9 at 7 p.m. in City Council Chambers, it’s anticipated the Library Board of Trustees will receive an oral report from staff, updating the Board on events since March 2005. A Sc[i]³ Advisory Board meeting will be held on Wednesday, January 18 at 7 p.m. in the Library Program Room. Lastly, the City Council is expected to consider the future of intellectual property services in the coming months.